



U.S. DEPARTMENT OF COMMERCE  
Economics and Statistics Administration  
U.S. CENSUS BUREAU

FORM

**SA-721E** (11-15-2012)

OMB No. 0607-0013: Approval Expires 10/31/2014

## 2012 ANNUAL ACCOMMODATION REPORT

### HOTELS & CASINO HOTELS

#### DUE DATE

#### Need help or have questions?

Call 1-800-327-4389, option "2"  
(8:00 a.m. - 5:00 p.m. ET, M-F)

**YOUR RESPONSE IS REQUIRED BY LAW.** Title 13, United States Code, requires businesses and other organizations that receive this questionnaire to answer the questions and return the report to the U.S. Census Bureau. By the same law, **YOUR CENSUS REPORT IS CONFIDENTIAL.** It may be seen only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. Under the same law, information that you report cannot be used for taxation, regulation, or investigation and are exempt from release under the Freedom of Information Act. Further, copies of your response retained in your files are immune from legal process.

(Please correct any errors in name, address, and ZIP Code.)

#### Return via Internet:

[econhelp.census.gov/arts](http://econhelp.census.gov/arts)

#### Return via Fax:

1-800-447-4613

#### To view Survey Results:

[census.gov/retail](http://census.gov/retail)

Username:

Password:

#### GENERAL INSTRUCTIONS

- Any significant change in this Employer Identification Number's (EIN) operations should be noted in **17**.
- For establishments sold or acquired in 2012, report data only for the period the establishments were operated by this EIN.
- Estimates are acceptable if book figures are not available.
- Enter "0" where applicable.

#### INCLUDE

- All accommodation establishments located in the U.S. (including the District of Columbia) reporting payroll on its latest Employer's Federal Tax Return (Treasury Form 941 or 944), **under the EIN shown in 1**.
- Data for auxiliary facilities primarily engaged in supporting services to this EIN's establishment(s) such as warehouses, garages, central administrative offices, and repair services.

#### EXCLUDE

- Data for franchised establishments not owned or managed by this EIN.
- Departments and concessions operated by other firms in this EIN's establishment(s).
- Data for establishments located in U.S. Territories (such as Puerto Rico, American Samoa, Guam, U.S. Virgin Islands and Northern Mariana Islands).

#### ANNOUNCEMENTS AND SPECIAL INSTRUCTIONS

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**1 FEDERAL EMPLOYER IDENTIFICATION NUMBER (EIN)****Does this firm report payroll under EIN**☐ Yes☐ No - Enter current 9-digit EIN **AND** date payroll was first reported for this EIN . . . . .

EIN (9 digits)

Month	Day	Year

**2 ORGANIZATIONAL CHANGE****A. Did this EIN experience any acquisitions, sales, mergers, and/or divestitures in 2012?**☐ Yes☐ No - Go to **3****B. Which of the following organizational changes occurred in 2012?**Check all that apply. If more than one organizational change occurred during the reporting period, explain in **17**.☐ Acquisition☐ Sale☐ Merger☐ Divestiture

Date of organizational change . . . . .

AND

Enter detailed information below ↴

Month	Day	Year

Name of company

EIN (9 digits)

Address (Number and street, P.O. Box, etc.)

City

State

ZIP Code

**3 REPORTING PERIOD**

NOTE: Calendar year data are preferred. If it is not available, please report for the fiscal year that includes at least six months of data for the 2012 calendar year.

**What time period is covered by the data provided in this report?**☐ Calendar year☐ Fiscal or partial year - Report beginning and ending dates. . . . .**2012****Beginning Date**

Month	Day	Year

**Ending Date**

Month	Day	Year

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**4 NUMBER OF ESTABLISHMENTS****2012**

Number

**How many establishments (hotels) did this EIN have in the following categories in 2012?****A.** Owned or leased by THIS EIN and managed by THIS EIN . . . . .**B.** Owned or leased by THIS EIN, but managed by ANOTHER EIN . . . . .**1. What was the name and EIN of the management company for the hotels reported in 4 B?**

If more than one management company, continue in 17 or on a separate paper.

Name of Company	EIN (9 digits)
	-

**5 SALES, RECEIPTS, OR REVENUE****INCLUDE**

- Receipts from guest rooms or unit rentals for all establishments owned by this EIN
- Receipts from rentals of public rooms such as ballrooms, conference rooms, etc.
- Sales of meals, alcoholic beverages, and other merchandise
- Gaming operations
- Site rental and equipment usage fees
- Receipts from valet, laundry, parking, and other guest services provided by this EIN
- For casino hotels, report sales net of promotional allowances
- Credit and cash net sales of merchandise
- Franchise or royalty fees
- Management fees
- Cost reimbursables from managed hotels

**EXCLUDE**

- Revenue from casinos without accommodations
- Revenue from timeshares or vacation ownership
- Occupancy taxes
- Sales from auxiliary establishments
- Carrying or other finance charges
- Commissions (such as vending machine operators, government lottery tickets, or other stores)
- Non-operating receipts (such as interest income, income from investments, and receipts from the rental or sale of real estate)
- Sales made by departments and concessions operated by other firms in this EIN's accommodation establishment(s)

**DEDUCT**

- The actual value of rebates and discounts granted to the purchaser, even if granted as an increase in trade-in allowances

Mark "X"  
if None**2012**

\$ Bil.	Mil.	Thou.	Dol.

**A. What was this EIN's total revenue in 2012?** . . . . . ☐**B. How much of the revenue reported in 5A was received from the following categories?**

Sum of 5B1 through 5B5 should equal 5A.

**1.** Hotels that this EIN owns or leases (include room revenue, meals, beverages, gaming, retail, guest services, etc.) . . . . . ☐**2.** Franchise or royalty fees . . . . . ☐**3.** Hotel Management fees . . . . . ☐**4.** Cost reimbursables from managed hotels . . . . . ☐**5.** Other - Specify ↴
☐**C. Did this EIN collect any sales taxes in 2012?**☐ Yes☐ No - Go to 6**D. What were the total sales taxes collected in 2012?**

Exclude excise and occupancy taxes. . . . .

2012			
\$ Bil.	Mil.	Thou.	Dol.

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**6 E-COMMERCE**

E-commerce is the sale of goods and services where the buyer places an order, or the price and terms of the sale are negotiated, over an Internet, mobile device (M-Commerce), extranet, EDI network, electronic mail, or other comparable online system. Payment may or may not be made online.

**A. Did this EIN have any e-commerce revenue (including rooms booked online) in 2012?**
☐ Yes

☐ No - Go to **13**
**B. What was the total e-commerce revenue in 2012?**

Include rooms booked online. . . . .

2012			
\$ Bil.	Mil.	Thou.	Dol.

**7-12 Not Applicable.****13 OPERATING EXPENSES****INCLUDE**

- Expenses arising from the normal course of business
- Payroll
- Depreciation and amortization

**EXCLUDE**

- Bad debt
- Purchases of goods for resale or cost of goods sold
- Income taxes
- Interest expenses
- Impairment (reduction in value of long-lived assets due to reappraisal)
- Capitalized expenses (except payroll and fringe benefits)
- Transfers made within the company

Mark "X"  
if None

What were the total operating expenses for this EIN in 2012? . . . . . ☐

2012			
\$ Bil.	Mil.	Thou.	Dol.

**14 HOTEL MANAGEMENT**

A hotel management company is a firm that both manages and provides the operating staff for short-stay accommodation establishments (e.g., hotels and motels) on a contractual basis.

**A. Did this EIN manage any hotels for another firm (a third party) in 2012?**
☐ Yes

☐ No - Go to **15**
**B. How many of the hotels managed by this EIN were owned or leased by ANOTHER firm (a third party) in 2012? . . . . .**

2012
Number

**C. What was the total value of the following for the hotels reported in 14B in 2012?****1. Revenue**

Refer to includes and excludes in **5**. . . . .

**2. Sales taxes**

Exclude excise and occupancy taxes. . . . .

**3. E-Commerce**

Include rooms booked online. Refer to the definition in **6**. . . . .

**4. Operating expenses**

Refer to includes and excludes in **13**. . . . .

2012			
\$ Bil.	Mil.	Thou.	Dol.

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**15 DETAILED OPERATING EXPENSES**

The following questions in **15A1** through **15C18** reference total operating expenses reported in **13**.

**A. What personnel costs were incurred by this EIN in 2012?**

- 1. Annual payroll before deductions** - Total annual Medicare salaries and wages for all employees as reported on this EIN's IRS Form 941, Employer's Quarterly Federal Tax Return, line 5(c).

**Include** payments to temporary employees on this EIN's payroll, and to commissioned employees on this EIN's payroll. Also include the spread on stock options that are taxable to employees as wages. **Exclude** payments for contracted temporary help (report in line **A3**); and commissions paid to contractors (report in line **C1**). . . . .

Mark "X"  
if None

2012			
\$ Bil.	Mil.	Thou.	Dol.

- 2. Employer's cost for fringe benefits** - Employer's cost for legally required programs and programs not required by law:

- a. Health Insurance** - Insurance premiums or hospital plans, medical plans, and single service plans such as dental, vision, and prescription drugs. **Include** premium equivalents for self-insured plans and fees paid to third-party administrators (TPAs). **Exclude** employee contributions. . . . .

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**b. Pension plans:**

- i. Defined contribution plans** - Costs under defined contribution plans. **Include** pension plans that define the employer contributions to a separate account provided for each employee. The employee "benefit" at retirement depends on the amount contributed and the results of the account's activity. Examples include profit sharing plans, money purchase (e.g., 401k, 403b) and stock bonus plans (e.g., ESOPs). . . . .

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- ii. Defined benefit pension plans** - Costs for both qualified and unqualified defined pension plans. **Include** pension plans that specify the benefits to be paid to employees upon retirement, generally either a specific amount or a percentage of compensation. Employer contributions are based on actuarial computations that include the employee's compensation and years of service and are not allocated to specific accounts maintained for employees. . . . .

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- c. Payroll taxes, employer paid insurance premiums (except health), and other employer benefits** - **Include** legally-required fringe benefits (e.g., Social Security, workers' compensation insurance, unemployment tax, state disability insurance programs, Medicare). Also include benefits for life insurance, "quality of life" benefits (e.g., childcare assistance, subsidized commuting), employer contributions to pre-tax benefits not specified above. **Exclude** disbursements from trusts or funds to satisfy health insurance claims. . . . .

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- 3. Contract temporary staff and leased employee expense** - Total costs paid to Professional Employer Organizations (PEOs) and staffing agencies for personnel. **Include** all associated charges for payroll, benefits, and services. . . . .

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**B. What were the expensed equipment, materials, parts, and supplies (not for resale) incurred by this EIN in 2012?**

- 1. Expensed equipment** - Expensed computer hardware and other equipment (e.g., copiers, fax machines, telephones, shop and lab equipment, CPUs, monitors). **Exclude** software (report in line **C2**); leased and rented equipment (report in line **C7**); depreciation for capitalized equipment (report in line **C15**); capitalized equipment. . . . .

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- 2. Purchasing of packaging materials and containers** - **Include** the cost of bags, boxes, wrapping, and sealing materials. **Exclude** office supplies (report in line **B3**); and cost of shipping to customers (report in line **C12**). . . . .

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- 3. Purchases of other materials, parts, and supplies (not for resale)** - Materials and supplies used in providing services to others; materials and parts used in repairs; office and janitorial supplies; small tools; and motor fuels. **Exclude** office postage and package delivery expenses (report in line **C12**). . . . .

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**15 DETAILED OPERATING EXPENSES - Continued****C. What other operating expenses were incurred by this EIN in 2012?**Mark "X"  
if None**2012**

\$ Bil. Mil. Thou. Dol.

- 1. Commission expense - Include** commission paid to other firms for sale of products owned by this EIN. **Exclude** commission paid to your own employees (*reported in line A1*). . . . . ☐
- 2. Expensed purchases of software -** Purchases of prepackaged, custom coded, or vendor customized software. **Include** software developed or customized by others, web design, services and purchases, licensing agreements, upgrades of software; and maintenance fees related to software upgrades and alterations. **Exclude** depreciation for capitalized software (*report in line C15*). . . . . ☐
- 3. Data processing and other purchased computer services - Include** computer facilities management services, computer input preparation, data storage, computer time rental, optical scanning services, and other computer-related advice and services, including training. **Exclude** expenses for telecommunication services e.g., Internet connectivity, telephone, fax (*report in line C4*); repair and maintenance of computer equipment (*report in line C5*); payroll processing (*report in line C14*); credit card transaction fees (*report in line C17*). . . . . ☐
- 4. Purchased communication services -** Telephone, cellular, and fax services; computer-related communications (e.g., Internet connectivity); and other wired and wireless communication services. . . . . ☐
- 5. Purchased repairs and maintenance to machinery and equipment - Include** expensed repair and maintenance services to machinery, vehicles, equipment, and computer hardware. **Exclude** materials, parts, and supplies used for repairs and maintenance performed by this EIN's employees (*reported in line B3*). . . . . ☐
- 6. Purchased repairs and maintenance to buildings, structures, and offices - Include** repair and maintenance to integral parts of buildings (e.g., elevators, heating systems). **Exclude** materials, parts, and supplies, used for repairs and maintenance performed by this EIN's employees (*reported in line B3*); purchased janitorial and grounds maintenance services (*report in line C17*). . . . . ☐
- 7. Lease and rental payments for machinery, equipment, and other tangible items - Include** lease and rental of transportation equipment without operators; and penalties incurred for broken leases. **Exclude** licensing/leasing of software (*reported in line C2*); payments for capital and financing lease agreements. . . . . ☐
- 8. Lease and rental payments for land, buildings, structures, store space, and offices - Include** penalties incurred for broken leases. . . . . ☐
- 9. Purchased electricity - Include** the cost of electricity paid directly to the utility company. **Exclude** the cost of electricity within lease or rental payments (*reported in line C8*). . . . . ☐
- 10. Purchased fuels (except motor fuels) - Include** fuel for heating, power, or generating electricity (e.g., natural gas, propane, oil, coal). **Exclude** the cost of motor fuels (*reported in line B3*); and the cost of fuels within lease or rental payments (*reported in line C8*). . . . . ☐
- 11. Water, sewer, refuse removal, and other utility payments - Include** the cost of hazardous waste removal. **Exclude** the cost of these utilities within lease or rental payments (*reported in line C8*). . . . . ☐
- 12. Purchased transportation, shipping, and warehousing services - Include** the cost of postage, delivery expenses, and packaging and containers provided as part of the purchased service. **Exclude** the cost of shipping using this EIN's vehicles or employees. . . . . ☐
- 13. Purchased advertising and promotional services - Include** marketing and public relations services. . . . . ☐
- 14. Purchased professional and technical services - Include** management consulting, accounting, auditing, bookkeeping, legal, actuarial, payroll processing, architectural, engineering, and other professional services. **Exclude** salaries paid to your own employees for these services (*reported in line A1*). . . . . ☐

CONTINUE WITH **15** ON PAGE 7

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**15 DETAILED OPERATING EXPENSES - Continued**

**15. Depreciation and amortization charges - Include** depreciation charges taken against tangible assets owned and used by this EIN, tangible assets and improvements owned by this EIN within leaseholds, tangible assets obtained through capital lease agreements, and amortization charges against intangible assets (e.g., patents, copyrights). **Exclude** impairment (reduction in value of long-lived assets due to reappraisals). . . . .

Mark "X"  
if None

2012			
\$ Bil.	Mil.	Thou.	Dol.

**16. Governmental taxes and license fees -** Payments to government agencies for taxes and licenses. **Include** business and property taxes. **Exclude** income taxes and sales and excise taxes collected from customers. . . . .

**17. All other operating expenses - Include** operating expenses not reported elsewhere, unless excluded by the following list. **Exclude** purchase of products for resale (cost of goods sold); bad debt; transfers made within the company; capitalized expenses; interest; impairment; income, sales, and excise taxes; and other non-operating expenses. . . . .

**18. TOTAL OPERATING EXPENSES**

Total of **15A1-15C17** must equal **13**. . . . .

**16 INTEREST EXPENSE**

**What was the total interest expense for this EIN in 2012?**

**Interest expense -** expenses incurred in the financing of operations and long lived assets used in continuing operations. **Exclude** transfers made within the company and capitalized interest. . . . .

Mark "X"  
if None

2012			
\$ Bil.	Mil.	Thou.	Dol.

**17 REMARKS -** Please use this space to explain any significant year-to-year changes, to clarify responses, or indicate where data were estimated.

**18 CONTACT INFORMATION**

Name of person to contact regarding this report (Please print)					Title				
Address - Number and street				City		State	ZIP Code		
Telephone		Area code	Number		Extension	Fax		Area code	Number
Website address									
www.									

**THANK YOU**  
**for completing your 2012 ANNUAL ACCOMMODATION REPORT.**

We suggest you keep a copy for your records.

Public reporting burden for this collection of information is estimated to average 3.0 hours per response, including the time for assembling data from existing records and completing the form. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to: Paperwork Project 0607-0013, U.S. Census Bureau, 4600 Silver Hill Road, AMSD-3K138, Washington, DC 20233. You may e-mail comments to [Paperwork@census.gov](mailto:Paperwork@census.gov); use "Paperwork Project 0607-0013" as the subject. Respondents are not required to respond to any information collection unless it displays a valid approval number from the Office of Management and Budget (OMB). This 8-digit number appears in the top right corner of the form.

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